

## WIC Breastfeeding Peer Counseling Programs in Iowa

### Policy

All WIC breastfeeding peer counseling programs initiated in Iowa will be consistent with the policies and protocols described in the Food and Nutrition Services (FNS) Model for a Successful Peer Counseling Program and will use the training materials developed by the United States Department of Agriculture (USDA). This includes programs funded by the local agency WIC administrative grant and programs funded by other sources (e.g., community grants, foundation grants, etc.).

### Authority

[FNS Model for a Successful Peer Counseling Program](#)

### Procedures

Adequate Program Support from State and Local Management as described in the FNS Model

- Appropriate definition of a peer counselor
  - Paraprofessional\*
  - Recruited and hired from WIC's target population, and, to the extent possible, representing the same racial/ethnic background as the mothers they support
  - Available to WIC clients outside usual clinic hours and outside the WIC clinic environment
  - Previous experience with breastfeeding, having breastfed at least one baby
- Designated breastfeeding peer counseling program managers and/or coordinators at State and/or local level
- Defined scope of practice for peer counselors limited to supporting normal breastfeeding
- Written job descriptions for peer counselors
- Adequate compensation and reimbursement of peer counselors
- Training of appropriate WIC State/local peer counseling management, supervisory, and clinic staff using FNS standardized curriculum based on the *WIC Breastfeeding Curriculum* and its updates.
- Establishment of standardized breastfeeding peer counseling program policies and procedures at the State and local level as part of agency nutrition education plan
- Adequate supervision and monitoring of peer counselors
- Establishment of community partnerships to enhance the effectiveness of a WIC peer counseling program

